'WHO WAS THAT LADY?'

CAST and CREDITS

David Wilson ..... Tony Curtis	*Belka* ..... Simon Oakland
Michael Haney .... Dean Martin	*Florence Coogle* ..... Joi Lansing
Ann Wilson ..... Janet Leigh	*Girl* ..... Barbara Hines
Harry Powell ... James Whitmore	*Miss Mellish* ..... Marion Javits
Bob Doyle ..... John McIntire	*Glinka* ..... Michael Lane
Gloria Coogle ... Barbara Nichols	*Lee Wong* ..... Kam Tong
Parker ..... Larry Keating	*Schultz* ..... William Newell
Orenov ..... Larry Storch	*Joe Bendix* ..... Harry Jackson

Tattoo Artist ..... Snub Pollard

Written and Produced by Norman Krasna; Based on the play, "Who Was That Lady I Saw You With?" by Norman Krasna; As produced for the New York stage by Leland Hayward; Dean Martin sings his latest Capitol Recording "Who Was That Lady?" by Sammy Cahn & James Van Heusen; Directed by George Sidney; Assistant Director, David Silver; Gowns by Jean Louis; Music by Andre Previn; Director of Photography, Harry Stradling, A.S.C.; Art Director, Edward Haworth; Film Editor, Viola Lawrence, A.C.E.; Set Decorator, James M. Crowe; Make-up Supervision, Ben Lane, S.M.A.; Hair Styles, Helen Hunt; Miss Leigh's Hair Styles by Larry Germain; Recording Supervisor, Charles J. Rice; Sound, James Flaster; An Ansark-George Sidney Production. A Columbia Picture.

STORY

(*Not for Publication*) When his wife Ann walks in on him while he is being kissed by a pretty student, chemistry professor David Wilson tries to get off the hook via a fantastic fable concocted by their friend, TV writer Mike Haney. He claims they are undercover FBI men. Forced to continue the deception, David and Mike encounter the sexy Google sisters, FBI agents Harry Powell and Bob Doyle and even some foreign agents convinced they are the real thing. David and Mike are waylaid; they come to in a sub-basement of the Empire State Building which they mistake as an enemy submarine. They patriotically try to scuttle the "vessel," almost ruining the building before Ann and the FBI come to its rescue. The foreign agents captured, Ann forgives David. (*Running Time: 115 Minutes*)

Accessories!

- 24 SHEET
- 6 SHEET
- 28 x 28A (SLIDE same design)
- 22 x 28B

- INSERT CARD
- EIGHT 11x14's
- WINDOW CARD
- TRAILER
- 40 x 60, 30 x 40, 24 x 82, and 24 x 60 DISPLAYS
- 3 SHEET
- 1 SHEET
- COMPOSITE MAT
- STANDEE
- FOUR STILL SETS (25 horizontals, 25 uprights, pressbook set, art set)

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COLUMBIA PICTURES presents

TONY CURTIS · DEAN MARTIN · JANET LEIGH in

Who was that Lady?

co-starring JAMES WHITMORE · JOHN McINTIRE · BARBARA NICHOLS

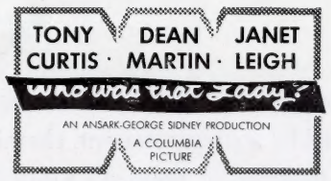
Written and Produced by NORMAN KRASNA · Based upon his play, "Who Was That Lady I Saw You With" as produced for the New York stage by LELAND HAYWARD · Directed by GEORGE SIDNEY

AN ANSARK-GEORGE SIDNEY PRODUCTION

Ad No. 402—708 Lines

Ad No. 401—628 Lines

Ad No. 104—77 Lines



Ad No. 101—14 Lines

Official Billing

COLUMBIA PICTURES 25%

presents

TONY CURTIS • DEAN MARTIN • JANET LEIGH 100%

in

WHO WAS THAT LADY? 100%

co-starring

James Whitmore • John McIntire • Barbara Nichols 50%

Written and Produced by NORMAN KRASNA 25%

Based on his play, *"Who Was That Lady I Saw You With,"* as produced on the New York stage by Leland Hayward 10%

Directed by GEORGE SIDNEY 25%

AN ANSARK-GEORGE SIDNEY PRODUCTION 25%

All material in this pressbook has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America.

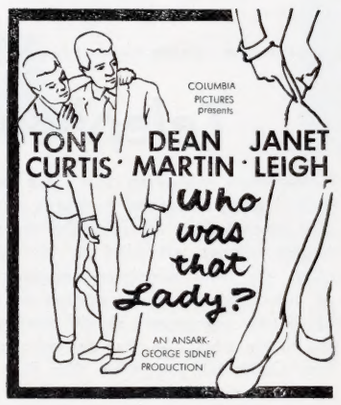
Ad No. 303—450 Lines

COMPOSITE CAMPAIGN MAT SPECIAL No. 1

includes the following seven ad mats and two publicity scenes:

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 201
- Ad No. 202
- Ad No. 203
- Ad No. 204
- Publicity 1-A
- Publicity 2-A

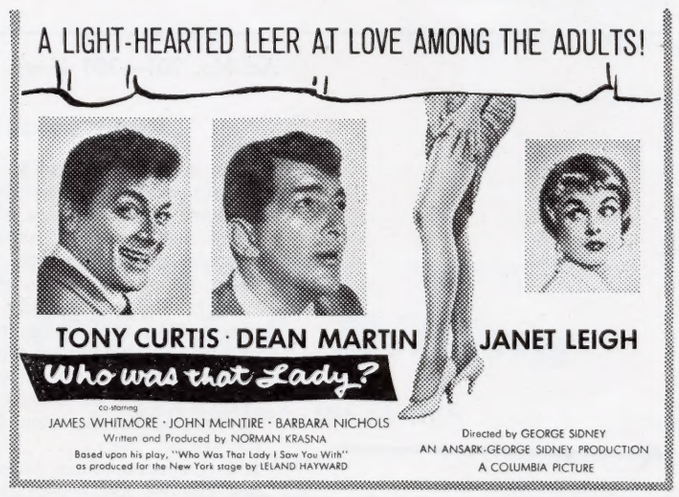
Ad No. 205—238 Lines



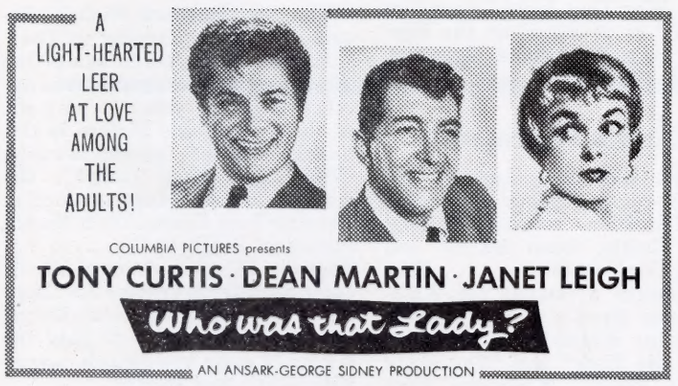
Ad No. 102—29 Lines

Ad No. 302—369 Lines

Ad No. 204—146 Lines



Ad No. 203—74 Lines



Ad No. 202—56 Lines

Ad No. 103—42 Lines

Ad No. 201—30 Lines

Ad No. 301—309 Lines

Lift Flap For Additional Advertising

(Janet Leigh)

An actress married to an actor has some definite advantages over the average wife. True, she sometimes must see him make love to another woman; in the case of Janet Leigh and "Who Was That Lady?", she actually helped choose "the other woman." Janet was one of the judges who picked lovely Barbara Hines over a dozen other girls for an important comedy scene in the new Columbia picture at the ..... Theatre. It is Barbara whom Janet discovers kissing her husband and co-star, Tony Curtis, thereby setting off a romantic explosion which, literally, shakes the Empire State Building. Dean Martin also stars in the Ansark-George Sidney production, with James Whitmore, John McIntire and Barbara Nichols co-starred.

Born in Merced, Calif., Janet grew up in Stockton. She enrolled at College of the Pacific where she majored in music intending to become a music therapist. But she helped fellow students organize a band and left school in her senior year to work with it.

Luck, in the person of Norma Shearer, intervened. The star spied Janet's photograph at a ski lodge where she was vacationing, took it back to Hollywood with her and showed it to studio executives. Janet was promptly signed to a long-term contract.

"Who Was That Lady?" was written and produced by Norman Krasna, based upon his play, "Who Was That Lady I Saw You With?" as produced on the New York stage by Leland Hayward. The film was directed by George Sidney.

(Opening Notice)

Tony Curtis, Dean Martin and Janet Leigh are starred in "Who Was That Lady?", the Ansark-George Sidney production for Columbia release, opening .....at the ..... Theatre. James Whitmore, John McIntire and Barbara Nichols co-star. The film was written and produced by Norman Krasna, based on his play, "Who Was That Lady I Saw You With?" as produced on the New York stage by Leland Hayward. The new Columbia comedy was directed by George Sidney.

(Mat 1-A; Still No. R-40) Tony Curtis, Dean Martin, center and Janet Leigh star in the Ansark-George Sidney Production, "Who Was That Lady?" for Columbia Pictures.

(General Advance)

"Who Was That Lady?", the Ansark-George Sidney comedy starring Tony Curtis, Dean Martin and Janet Leigh, has its local premiere at the ..... Theatre. Co-starred in the Columbia Pictures' release are James Whitmore, John McIntire and Barbara Nichols; it opens .....

Tony Curtis, so superb a comedian in "Some Like It Hot" and "Operation Petticoat," again steps out in a farcical part as the handsome chemistry prof whose romantic misstep is the reason TV writer Dean Martin dreams up a wildly imaginative explanation.

Martin, it will be remembered, broke into motion pictures as the straight man of the successful comedy team of Martin and Lewis; his recent dramatic performances have overshadowed his first success as a comedian. Janet Leigh, no stranger to comedy, is cinematically re-united with her husband, Tony Curtis, after their comedy smash in "The Perfect Furlough." She plays the professor's lovely, but unsuspicious wife who suddenly "learns" he has been leading a double life.

Martin's fancy alibi has it that he and Curtis really are FBI agents. As a result of Martin's cover-up antics, the two tangle with real agents of the FBI, with foreign agents, and a couple of blonde bombshells.

Whitmore and McIntire are the real FBI men whose patience is sorely tried by the increasingly desperate impostors. The film's climax, wherein Curtis and Martin are trapped in a sub-basement of the Empire State Building and think they are in an enemy submarine, is said to be one of the wildest, and funniest, in comedy history.

Written and produced by Norman Krasna, "Who Was That Lady?" is based upon his play, "Who Was That Lady I Saw You With?" as produced on the New York stage by Leland Hayward. George Sidney directed.

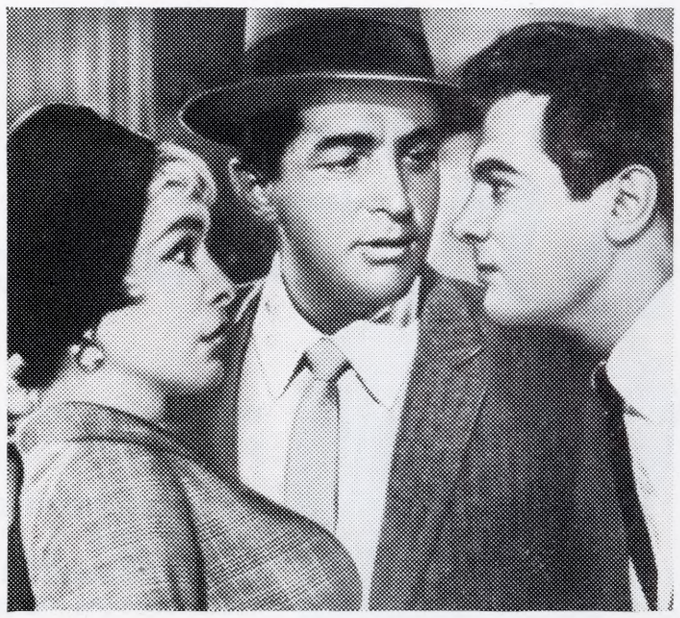
(Dean Martin)

Dean Martin, who started his entertainment career as a singer entertainment career as a singer, skilled dramatic actor, now returns to comedy, his first screen love. Martin is starred with Tony Curtis and Janet Leigh in Columbia Pictures' "Who Was That Lady?", an Ansark-George Sidney production at the .....Theatre co-starring James Whitmore, John McIntire and Barbara Nichols.

Dean, born in Steubenville, Ohio, tried his hand at numerous jobs before he took up singing seriously. In 1946, Jerry Lewis, whom Dean had met several times in the course of their young careers, was playing at the 500 Club in Atlantic City and one night the owner found himself minus an act. Dean and Jerry induced him to let them go on as a double, and the team of Martin and Lewis was born. Their first night they met with indifferent success. But the next night their ad libbing tore the house down.

Film producer Hal Wallis caught their act in Los Angeles and promptly signed them to a screen contract. They launched their screen careers with "My Friend Irma." When the comedy team split, Dean switched from light acting to heavy drama in "The Young Lions," "Some Came Running" and "Career."

Currently, Dean is proving in "Who Was That Lady?" that he has not forgotten his old comedy timing. Written and produced by Norman Krasna, the new Columbia comedy is based on his play, "Who Was That Lady I Saw You With?" as produced for the New York stage by Leland Hayward. George Sidney directed.



(Mat 2-A; Still No. N.Y.543) A light-hearted leer at love among adults, "Who Was That Lady?", the Ansark-George Sidney Production for Columbia Pictures, stars Tony Curtis (right), Dean Martin and Janet Leigh.

(Tony Curtis)

One of Hollywood's most popular young comedians, Tony Curtis appears at the ..... Theatre in what probably is his happiest film to date, Columbia Pictures' happy romantic romp, "Who Was That Lady?" Dean Martin and Janet Leigh also star in the film, an Ansark-George Sidney production. James Whitmore, John McIntire and Barbara Nichols co-star.

Most recently seen in "Some Like It Hot" and "Operation Petticoat," Curtis appears in "Who Was That Lady?" as a mild-mannered chemistry professor whose life goes completely haywire when his wife finds him being kissed by a pretty student. To get off the hook, he claims to be an undercover FBI agent "working" on the girl, a story concocted by his friend, Dean, a TV writer. Inevitably, Tony and Dean move from one complication to another, ultimately winding up in what they believe is the engine room of an enemy submarine which they patriotically try to scuttle, unaware it actually is a sub-basement of the Empire State Building.

A native New Yorker, Tony was six months away from his high school graduation when World War II broke out. He joined the Navy, but was given his discharge after a severe injury to his legs.

He completed high school, decided to become an actor and enrolled at the Dramatic Workshop under the G. I. Bill. In New York's Cherry Lane Theatre, while playing the title role of "Golden Boy," he caught the eye of a talent scout who arranged a screen test.

Tony was signed to a studio contract and drew a bit part for his first assignment in "Criss Cross." His next picture was "City Across the River." The fan mail started to pour in and Tony Curtis was on his way.

Written and produced by Norman Krasna, "Who Was That Lady?" is based upon his play, "Who Was That Lady I Saw You With?" as produced on the New York stage by Leland Hayward. George Sidney directed.

(James Whitmore)

"Who Was That Lady?", the Ansark-George Sidney production for Columbia release starring Tony Curtis, Dean Martin and Janet Leigh at the ..... Theatre, marks a reunion for Whitmore and director George Sidney, who also directed the actor in "Kiss Me Kate" and "The Eddy Duchin Story." Whitmore, John McIntire and Barbara Nichols are co-starred in the Columbia comedy.

(Review)

"Who Was That Lady?" Norman Krasna's light-hearted leer at love among the adults, should make ..... Theatre audiences laugh louder than ever for a long time to come. The Ansark-George Sidney production for Columbia release, stars such experienced funmakers as Tony Curtis, fresh from his laugh-engendering antics in "Some Like It Hot" and "Operation Petticoat," Dean Martin and Janet Leigh in a wild and wacky free-for-all farce.

When Curtis, a handsome chemistry professor, is caught by his wife, Janet Leigh, in something other than intellectual pursuit of one of his more attractive students, a chain-reaction of laugh-provoking complications is exploded. Friend and TV writer Martin comes to Tony's aid (?); he evolves an elaborate story that Curtis really is an FBI agent who was bussing the pretty scholar in line of duty.

With this explanation swallowed by the starry-eyed Miss Leigh hook, line and sinker, "Who Was That Lady?" becomes one of the maddest — and funniest — of madcap comedies. Foreign agents, real FBI men in the persons of James Whitmore and John McIntire, and blonde bombshells like Barbara Nichols revolve around the Curtis-Martin-Leigh axis in a steadily mounting whirl of comedy. The film's fantastic climax takes place in the sub-basements of the Empire State Building; here Curtis and Martin, believing themselves prisoners on an enemy submarine, patriotically try to scuttle the vessel and succeed only in rocking the building.

"Who Was That Lady?" is based on the play, "Who Was That Lady I Saw You With?" as produced on the New York stage by Leland Hayward. George Sidney directed.

(Barbara Nichols)

The way Barbara Nichols figures, things are shaping up fine.

In fact, her figure is one of the reasons—her comedy talent is another—she was chosen to play one of the lush Coogle Sisters in Columbia Pictures' madcap comedy, "Who Was That Lady?", the Ansark-George Sidney production starring Tony Curtis, Dean Martin and Janet Leigh at the ..... Theatre. Director George Sidney chose equally curvesome Joi Lansing as the second of the two blonde sex bombs he needed to play the sisters in some key comedy scenes with Curtis and Martin.

Miss Nichols co-stars in "Who Was That Lady?" as do James Whitmore and John McIntire.

THE MUSIC

Records: Dean Martin sings the title song, "Who Was Was That Lady?",by Sammy Cahn and James Van Heusen, which Sapitol Records is distributing as a 45 r.p.m. single along with streamer for music stores (above in rough). Go after co-op ads and window displays; promote record plays on deejay shows and p.a. systems. Arrange for quantity of records for contest prizes and for juke boxes around town. If there is a local Dean Martin fan club, be sure to contact it about this newest of Martin's recordings. Pretty much the same activity can be worked around the James Darren recording of "Your Smile," for Colpix Records. "Your Smile" is by Andre Previn and Dory Langdon.

Sheet Music: Sheet music of the song is available for exploitation purposes. Check your music stores for copies of the number, published by Saunders Publications, Inc. 119 West 57th St., New York, N. Y., and display the cover featuring the picture's stars and credits.

Andre Previn: Academy Award winner for the "Gigi" score, Previn wrote the background score of the film. Exploit this fact by arranging with music shops to display Previn albums and music with credits.

DRIVE-IN'S

- *Road signs . . . "Who Was . . . ?" "That Lady?" "(Star Name)" "State Theatre, credits."*
- *Concession counter might plug for some super sandwich, sundae or other special: "Who Is That Lady?" Who Can Eat Two of Our Super-sandwiches?"*
- *Gag giveaway envelopes to youngsters. Label it "NaCl—One of the Chemicals Tony Curtis Uses in 'Who Was That Lady?', etc." "NaCl" is, of course, ordinary table salt.*

Telephone Stunt

A telephone answering stunt can be worked with "Who Was That Lady?" using 30-second messages spoken by Tony Curtis, Dean Martin and Janet Leigh, all available on a single tape. Use one of your theatre phones, attended by an usher, or make arrangements with either the local telephone company or an answering service to set up automatic answering devices to service incoming calls. Classified ads in the newspapers should alert people to the fact that they can talk to the stars. The first day ad should read: "Talk to the stars!" Let Tony Curtis tell you 'Who Was That Lady?'." Ads on successive days should substitute the names of Dean Martin and Janet Leigh. Use the proper tape segment. As soon as you have made arrangements for your telephone stunt, write for your tape to: Exploitation Dept., Columbia Pictures Corp., 711 Fifth Avenue, New York 22, N. Y.

THE STARS

Each of the stars of "Who Was That Lady?" rates top promotional attention via publicity and exploitation. Work the following:

- Invite people with same last names as stars to show as guests.
- Contest offering guest ticket prizes for entrants naming most previous pictures.
- Plant stills of stars all over town.
- Contact fan clubs for their cooperation in air interviews, loan of autographs for lobby exhibit, group attendance, publcity, etc.
- Find localites who have met one of the stars, for TV interviews.

TONY CURTIS: In "Who Was That Lady?", Tony Curtis plays a chemistry professor who is plunged into uproarous intrigue. In addition to exposing portrait stills in all available windows, try these angles:

- Contest to find Curtis look-alikes.
- Invite local chemistry instructors and their wives as Curtis' guests, with radio/TV interviews after show.

DEAN MARTIN: Singer, dramatic actor and comedian. Dean Martin is one of Hollywood's most versatile personalities. In "Who Was That Lady?" he plays an imaginative TV writer who conceives a fantastic alibi to help his pal, Curtis. Work the following:

- Do you prefer to see Dean Martin in a dramatic or comedy role and why. Present guest tickets for best replies.
- Play Dean Martin records, including his Capitol recording of the title song, over your pa system, on deejay programs and have music stores display his records with scene stills.
- Singing contest! Imitate Dean Martin's singing and mannerisms.

JANET LEIGH: The lovely star has a tremendous fan following throughout the country. Let 'em know she's in the picture:

- Fashion Still Nos. 118 (blouse), 124 (lounging attire), P21 (lounging pajamas).
- Miss Leigh has a cute hair-do in "Who Was That Lady?" Use Still No. 110 as a basis for a contest to name her new hair style.
- Miss Leigh and Tony Curtis are husband and wife in real life. Set up a write-in contest as to why Tony Curtis and Janet Leigh are: "My Favorite Film Couple."

LUX SOAP

A portrait of beautiful Janet Leigh, with credits to "Who Was That Lady?" will appear in full-page, full-color Lux Soap advertisements, with picture credits, in three national magazines. They are the Jan. 11 issue of Life and the January issues of Good Housekeeping and Ladies Home Journal. Call the ad to the attention of Lux sales outlets in town and provide stills of Miss Leigh for window displays with your playdate credits.

DEAN MARTIN TAPE!

Dean Martin has recorded a personalized greeting, on tape, for individual disc jockeys who cover the primary broadcasting territories across the country, plugging the title song he sings in "Who Was That Lady?" Write to the Exploitation Dept., Columbia Pictures Corp., 711 5th Ave., New York 22, N. Y., for the name of the deejay in your area and then work with him on a special Dean Martin show featuring plugs for the picture and your playdate.

SELLING AIDS

Teaser Trailers: A trailer package available for "Who Was That Lady?" consists of three teaser trailers of Tony Curtis and Dean Martin, living-it-up off stage, yet establishing the title of the film and its riotous story. The teasers are available free from your local Columbia branch.

Theatre Trailer: The deluxe National Screen trailer has a surprise opening, with all three stars leading into the scene trailer.

TV Trailers: With time for local announcer to tag theatre and playdate information; final frame freeze permits super-imposed visual credits, if desired. Order your TV trailers direct from: Exploitation Department, Columbia Pictures Corporation, 711 Fifth Avenue, New York 22, N. Y.

Star Interviews: Tony Curtis, Dean Martin and Janet Leigh plug the picture in a series of interviews, available on a single disc. Obtain it through your local Columbia exchange; disc will be shipped direct from New York.

Transcription: A variety of spot announcements on a single disc, all open end for local commentator to add theatre credits. Order through your Columbia exchange. Disc will be shipped direct from New York.

Two Telops: Style A, theatre and station identifications. Style B, theatre advertising only. Prices: $5.00 without imprint; $7.50 with theatre imprint; $2.00 each additional slide or telop. Specify style and copy when ordering from: QQ Title Card Co., 247 W. 46th Street, New York 36, N. Y.

Photo Story: Available in pictures and captions for newspaper and TV use. If desired, write; Publicity Dept., Columbia Pictures, 711 Fifth Avenue, New York 22, N. Y. The material will be mailed direct to your publicity medium and the name of your theatre credited.

BEAUTIFUL LEGS

Posters and advertising on the film show a beautiful female torso, with a generous display of leg; girl's face is concealed by a curtain. This art, in conjunction with the title, "Who Was That Lady?", offers the springboard for a "Beautiful Legs" identification contest, worked onstage or on TV. Boy friends and husbands of the entrants would be called on to identify their gals by their limbs alone. Prizes could be hosiery and shoes donated by local merchants interested in such a natural tie-up, and other promoted merchandise, as well as guest tickets.

Printed in U.S.A.

Advertising Supplement

"WHO WAS THAT LADY?"

set fire to the hottest, most hilarious blaze of comedy that lovers ever ignited!

COLUMBIA PICTURES presents **"WHO WAS THAT LADY?"**

Co-Starring
JAMES WHITMORE · JOHN McINTIRE · BARBARA NICHOLS
Written and Produced by NORMAN KRASNA · Based on his play, "Who Was That Lady I Saw You With," as produced for the New York Stage by Leland Hayward
Directed by GEORGE SIDNEY · AN ANSARK-GEORGE SIDNEY PRODUCTION

One of the funniest scenes ever put on film! You can't describe it! You must see it!

THIS AD ALSO AVAILABLE in FULL-PAGE SIZES!

Ad Mat 503
(for tabloid newspaper)

Ad Mat 801
(standard-size newspaper)

It's the most OUTRAGEOUSLY funny movie you'll see in 1960!

COLUMBIA PICTURES presents

"WHO WAS THAT LADY?"

One of the funniest scenes ever put on film! You can't describe it! You must see it!

Co-Starring JAMES WHITMORE · JOHN McINTIRE · BARBARA NICHOLS

Written and Produced by NORMAN KRASNA · Based on his play, "Who Was That Lady I Saw You With," as produced for the New York Stage by Leland Hayward

Directed by GEORGE SIDNEY · AN ANSARK-GEORGE SIDNEY PRODUCTION

Ad No. 307—399 Lines

"Sure, I kissed that lady! But I did it for the F.B.I."

Laugh it UP with

TONY CURTIS

"Home-cooking and outside romance... what a racket!"

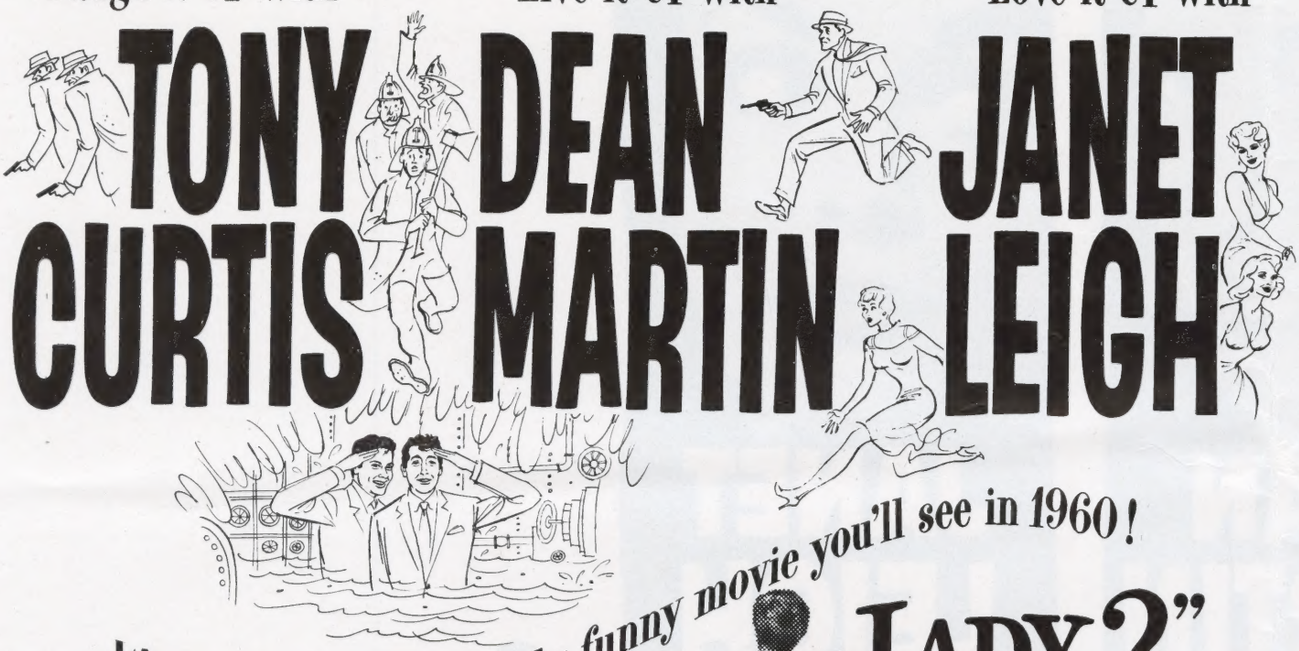
Live it UP with

DEAN MARTIN

"Should I believe my husband... or my own two eyes?"

Love it UP with

JANET LEIGH



It's the most UProariously funny movie you'll see in 1960!

"WHO WAS THAT LADY?"

Co-Starring JAMES WHITMORE · JOHN McINTIRE · BARBARA NICHOLS

Written and Produced by NORMAN KRASNA

Based on his play, "Who Was That Lady I Saw You With," as produced for the New York stage by Leland Hayward

Directed by GEORGE SIDNEY · AN ANSARK-GEORGE SIDNEY PRODUCTION · A COLUMBIA PICTURE

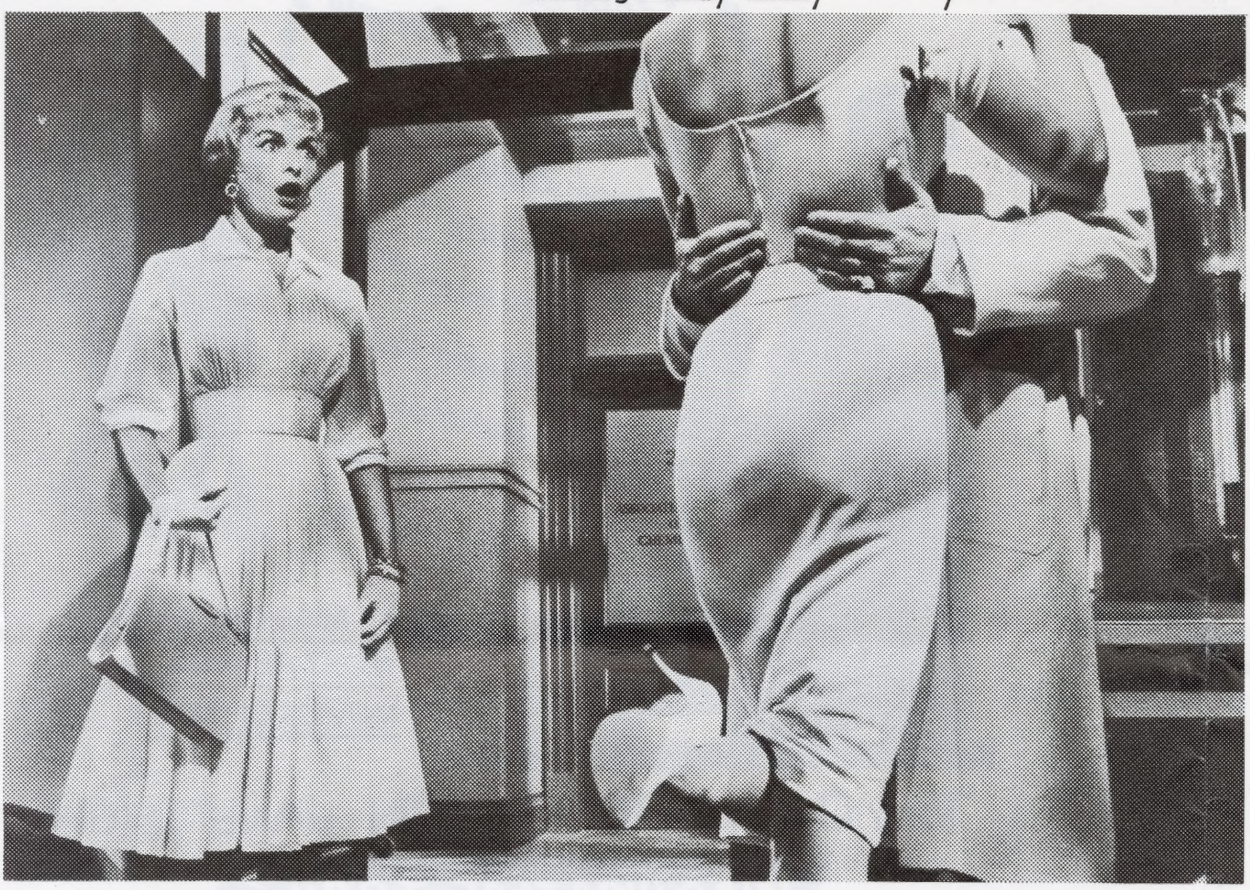
Ad No. 405—608 Lines

Advertising Supplement

"WHO WAS THAT LADY?"

WOW!

Look at this scene from the most outrageously funny movie you'll see in 1960!



TONY CURTIS or was it **DEAN MARTIN** caught by **JANET LEIGH** right in the act! (and can those boys act) All she could say was . . .

Who was that Lady?

co-starring

JAMES WHITMORE · JOHN McINTIRE · BARBARA NICHOLS

Written and Produced by NORMAN KRASNA

Based upon his play, "Who Was That Lady I Saw You With" as produced for the New York stage by LELAND HAYWARD

Directed by GEORGE SIDNEY · AN ANSARK-GEORGE SIDNEY PRODUCTION

A COLUMBIA PICTURES RELEASE

Ad No. 403—520 Lines

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THREE TEASER ADS

DON'T MISS THE KISSIN!

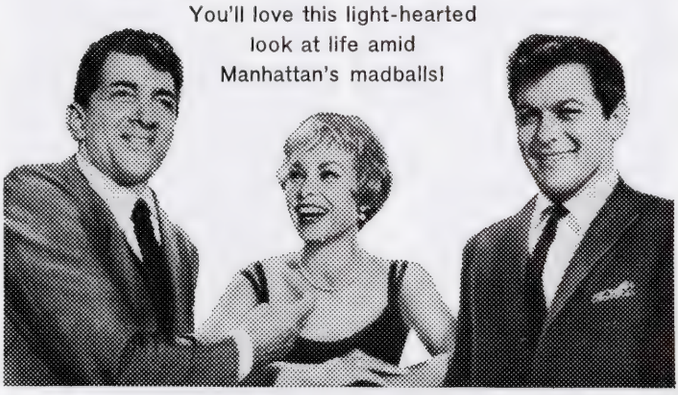
And the hugging, and the hilarity and the whole riotous, romantic romp!

Tony Curtis · Dean Martin · Janet Leigh
in Columbia Pictures' **"Who Was That Lady?"**

Ad No. 208—96 Lines

LAUGH IT UP!

You'll love this light-hearted look at life amid Manhattan's madballs!



Tony Curtis · Dean Martin · Janet Leigh
in Columbia Pictures' **"Who Was That Lady?"**

Ad No. 207—96 Lines

HOLD EVERYTHING!

Soon you're going to see the gayest, giddiest goings-on in town!

Tony Curtis · Dean Martin · Janet Leigh
in Columbia Pictures' **"Who Was That Lady?"**

Ad No. 206—96 Lines

"One picture is worth 1,000 words! So these are worth 3,000! Dig me ?"

Yes and you'll dig lots of girl and boy j-o-y when you see...

TONY CURTIS · DEAN MARTIN · JANET LEIGH

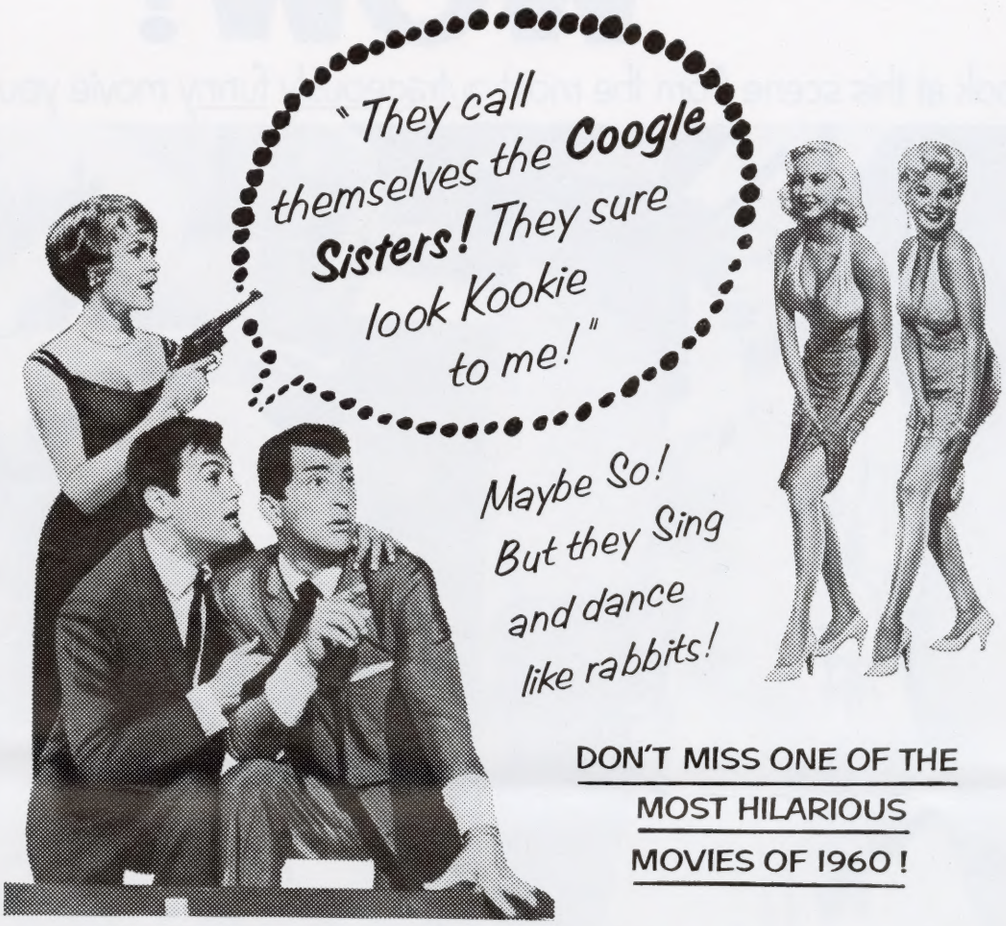
Who was that Lady?

co-starring JAMES WHITMORE · JOHN McINTIRE · BARBARA NICHOLS

Written and Produced by NORMAN KRASNA • Based upon his play, "Who Was That Lady I Saw You With" as produced for the New York stage by LELAND HAYWARD • Directed by GEORGE SIDNEY

AN ANSARK-GEORGE SIDNEY PRODUCTION · A COLUMBIA PICTURES RELEASE

Ad No. 305—393 Lines



DON'T MISS ONE OF THE MOST HILARIOUS MOVIES OF 1960!

TONY CURTIS · DEAN MARTIN · JANET LEIGH

Who was that Lady?

co-starring JAMES WHITMORE · JOHN McINTIRE · BARBARA NICHOLS

Written and Produced by NORMAN KRASNA • Based upon his play, "Who Was That Lady I Saw You With" as produced for the New York stage by LELAND HAYWARD • Directed by GEORGE SIDNEY

AN ANSARK–GEORGE SIDNEY PRODUCTION • A COLUMBIA PICTURES RELEASE

Ad No. 304—294 Lines

All material in this pressbook has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America.

"WHO WAS THAT LADY?"

THIS AD ALSO AVAILABLE as AD No. 501 895 LINES and AD No. 306 321 LINES

Ad No. 404—572 Lines

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